



DOCKET FILE COPY ORIGINAL

Greater Chicago Chapter
Northwestern Ohio Region
P.O. Box 140512
Toledo, OH 43614
Phone (419)290-3145
Fax (419)389-1190

2008 MAR 10 P 1:08

February 5, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, WTVG already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with WTVG for the last 14 years as our Jingle Bell Run Media Sponsor. They air public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. WTVG also has produced and aired several stories about local people whose lives are affected by arthritis. These stories are always heartfelt and help us spread the word in ways we simply couldn't do without such media support. With our budget, we do not have the funds to pay for the services the WTVG provides and our entire board is supportive and appreciative of the work WTVG does for our foundation.

Jingle Bell Run is our largest annual fundraiser and without their coverage of our local events we would not be able to raise the much needed monies that support our programs. I know that WTVG has raised the profile on the issues on which my organization works. After any of the interviews they have done on our behalf, we receive anywhere from a 30 – 50% increase in website hits and phone calls.

I want to assure you that WTVG's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

arthritis.org

No. of Copies rec'd 0
List ABCDE



Greater Chicago Chapter
Northwestern Ohio Region
P.O. Box 140512
Toledo, OH 43614
Phone (419)290-3145
Fax (419)389-1190

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by WTVG and no national regulation could create the kind of great local partnership that we already enjoy.

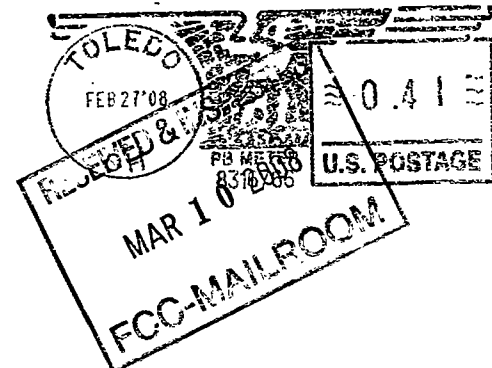
Sincerely,

Cherie Chatreau-Grifo
Executive Director

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



WTVG 13ABC
4247 Dorr Street
Toledo, Ohio 43607



Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

20554+0000

